

Talking Book Service Advisory Committee Meeting
Tuesday, November 28, 2006
9:30 AM-1:30 PM
Idaho Commission for Libraries
River Room (Lower Level Conference Room)

Meeting Purpose: To update participants on services for the print impaired

Desired Outcomes: By the end of the meeting, participants will:

1. Be aware of ongoing changes in the nationwide Talking Book Program
2. Receive updates on TBS action plan activities
3. Prioritize outreach audiences
4. Schedule meetings for 2007 (please bring your calendars)

Meeting Leader: Sue Walker

Facilitator: Stephanie Kukay

Recorder: Rosemary McClenahan

AGENDA

Meeting set-up: purpose, desired outcomes, roles, agenda review, ground rules, decision making, introductions, icebreaker	Stephanie	<ul style="list-style-type: none">• Present• Agree	15 min.
NLS Strategic Plan	Sue, all	<ul style="list-style-type: none">• Present• Clarify	20 min.
Demonstration of Digital Talking Book Machine (DTBM)	Brett Winchester	<ul style="list-style-type: none">• Present• Clarify	20 min.
Mini-Break	All		5 min.
Newsline	Nancy Wise Sue, all	<ul style="list-style-type: none">• Update• Next steps on outcomes	30 min.
Contact database	Laurel All	<ul style="list-style-type: none">• Demonstration• Next steps	30 min.
Working lunch/ NetLibrary Demonstration	Dylan Baker, Anna		40 min.

	Warns		
Training Proposal	Sue, all	<ul style="list-style-type: none"> • Update • Next steps 	30 min.
Outreach	Sue, all	<ul style="list-style-type: none"> • Review recent activities • Identify priority audiences 	30 min.
2007 meetings: March, June, September, December?	Sue	<ul style="list-style-type: none"> • Schedule 	10 min.
Next steps	All	<ul style="list-style-type: none"> • List 	5 min.
Meeting Review	All	<ul style="list-style-type: none"> • List 	5 min.

Present: Charles Bolles, Heidi Caldwell, Shirley Cobble, Marcia Courtney, Laurel Day, Cheryl Duncan, Mary Ellen Halverson, Terri King, Judy Mooney, Sue Niewenhous, Loretta Paine, Nancy Wise, Dawn Wittman, Brett Winchester (Visitor), Stephanie Kukay (facilitator), Sue Walker (Meeting leader), Rosemary McClenahan (Recorder)

Announcement: The Newline demonstration was postponed to the next meeting.

NLS Strategic Business Plan: Sue presented an overview of the plan for transitioning from analog to digital and from cassette to flash memory format.

Player Demonstration: Brett Winchester demonstrated the functions of the beta player he is testing. This machine is not the final product, but its functionality matches that of the final product.

Newline Demonstration:

Nancy reported:

Newline- 27 million minutes used last year.

41 states + D.C. participating

54,313 registered users nationally

Use increasing.

ICFL has 72 users- these are included in Nancy's numbers of 640 active users for Oct. in Idaho.

2 state newspapers available

Statesman is a day behind

Nampa newspaper has asked about participating.

Local info channels allow daily updates or news summary each day

Question on help instructions and if they are written

Nancy will forward Newline update info to ICFL so it can be included in TBS newsletter

Newsline Outcomes:

Service started in June 06

Want target working toward and want target to be reasonable

Active users are those currently using the service

May be difference between registered and active users

Additional ideas for promoting service can be sent to Sue

Flyers already sent to nursing homes / doctors

Numbers could change if **Statesman** is available on the day is it published

500 people signed up before pilot project – 140 new users since June 1 (640 total registered)

Agreed CB, Nancy, SW

Proposal: to create subcommittee to look at outcomes target numbers and have something in writing for discussion by next meeting, also survey content.

Proposal accepted; Charlie, Nancy, and Sue will serve on the subcommittee

Nancy will look into substitute newspaper for **Idaho Statesman**

Current newspapers : **Post Register** (Idaho Falls)

The Idaho Statesman (Boise)

Promotional suggestion: include flyer with TBS applications

Nancy will provide NFB flyers

Do newspapers advertise they are online?

How many people are using radio reading program?

30 sec. audio public service announcement available and on ICFL website; Libraries can–insert PSA on their websites.

Contact database demonstration:

Laurel presented

Have been collecting information at health fairs, Internet, etc.

Not accessible on website yet – hopefully available Spring 2007

Patterned after library directory

Question: Why is region included and not county?

Will look into adding county **Sue**

Suggestion: create health fair contacts as search category

Training Proposal

Sue presented

Changes to proposal from last meeting: Focus on public libraries at this time

Training # changed from 12 to 10

Mgt team approved both proposal and budget

\$20,000 includes group projects and mini grants

Grant funds are available for libraries eligible for LSTA \$

This is a 3 year pilot project

Want diversity in size and location for group projects

TBS Outreach Audience Discussion

Potential audiences

CURRENT USERS

SCHOOLS

LIBRARIES

PHYSICAL THERAPISTS

MEDICAL ORGANIZATIONS

HOSPITALS

INDEPENDENT LIVING CENTERS

SENIOR CENTERS

ADVOCACY GROUPS

SUPPORT GROUPS

COLLEGES

EYE DOCTORS

NURSING HOMES

HOSPICES

GOVERNMENT AGENCIES

CHURCHES

Outreach ideas

Does not have to be direct personal contact

Health fairs

Peer support meetings / clinics

Focus groups

Hard to find people that don't know about services and to get info to them

End user or agency referrals

Mailings are filtered / tossed by recipients

Agency referrals target users

Personal presentations can sell programs

School age children through Summer Reading

Agreed

Initiating contact with service providers more effective than contacting end users

Users can promote service to those they know

After building recognition mail would be effective

Contacting Students Under Age 14

Schools – librarians, consultants, teachers, home school

Teachers have seminars where presentations can be made

Parent – teacher conferences

Back to school night

School registration

Kindergarten registration

Problems for children – size of equipment, collection content

Summer Reading – (Advertising, etc) (don't have to read specific books)

Audiences

14-64

This group starting to need services

Mobile

Can accommodate this group easier than 14 and younger

Library open house (could include patron)

Repeating mailings not a bad thing; need to build familiarity with program

Cost analysis of mailing or personal contact (postage / time / etc)

To contact younger children may need contact with caregiver

Special Education teachers
School librarians and public libraries could partner
Collaboration / other agencies
Target regions of the state (i.e. northern Idaho, eastern Idaho, etc.)

Next Meetings

4/10 –Tuesday 9:30-1:30
6/26 –Tuesday 9:30-1:30
9/11- Tuesday 9:30-1:30
12/4 - Tuesday 9:30-1:30

Next Steps

Newsline actions steps **Nancy**
Ad hoc committee on Newsline outcomes present at April meeting **Charlie, Nancy, Sue**
Add health fairs as search category in contact database
Notify when data base available **Sue**
Notify Sue know if libraries will participate in training proposal **Dawn (Lewiston City Library) Marcia (Boise Public Library) Shirley (ISDB)**
Present outreach plan to committee in April **Sue**
Investigate Summer Reading options **CSRs**

Meeting Review

Plus

Stephanie keeping group on track
Eliminating NetLibrary demo gave more time
Sue sending emails and info before meeting
Update on NLS strategic plan & demo on machine
Brett transcribing meeting info to Braille

Delta

Newsline demonstration did not occur